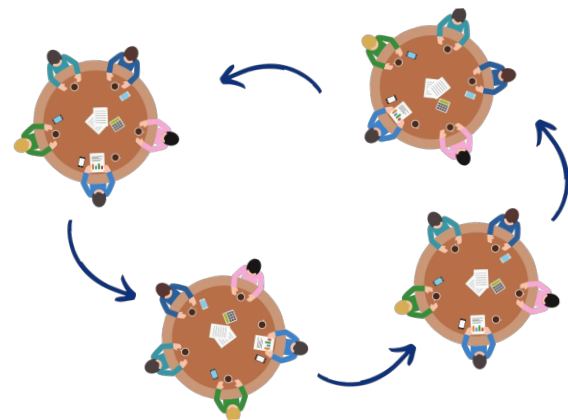# World Cafe
topics we discussed

Aruba - April 9, 2023

Context of the session

During the second day of the Dutch Caribbean Digital Heritage Week, delegates engaged in an energetic World Cafe, exploring seven critical themes centered on digital heritage and enhancing network collaboration.

The insights collected throughout the week, along with the World Cafe's results, will guide the identification of opportunities, setting priorities, and planning as the network advances in the upcoming years.

Many thanks for the active participation on behalf of the session organisers: Eppo van Nispen tot Sevenaer, Julia Vytopil & Johan Oomen

The seven World Cafe topics

1. What is the expertise we should exchange?

2. What is the expertise we need in our collaboration? Who/what is missing?

3. How will digitisation change your organisation?

4. What are elements of successful collaborations?

5. How to make heritage appealing to new target audiences?

6. Low hanging fruit - what are ideas we can work on already next week?

7. How do we ensure the sustainability of digital archives and online platforms?

1. What is the expertise we should exchange?

- IT Expertise

- Technical know how (data,

- Conservation management & preservation

- Information on Intellectual Property

- Marketing (insights in user expectations) and storytelling

- Grant writing

Transversal topics & practical suggestions:

- Policy maker exchange

- Introduce meeloopstages

- Access to well documented good practices & lessons from failures (mentioned a lot)

2. What is the expertise we need access too?

- Content creators (think curators, artists, journalists, etc.)

- Educational specialists

- Marketing expertise (mentioned a lot)

- Technologists to work on digitisation (audio, video engineers)

- Expertise about collections (from different Islands)

- Software developers and designers

- Expertise on funding and grant writing

- Like minded people in the network (such as the conference participants)

- Do-ers! People that make things happen

3. How will digitisation change your organisation?

- Changing of mindset given the potential of digital
  - being more flexible
- New skills are needed
  - examples: marketing, digital preservation (mentioned a lot)
- Organisations will be more visible in society
  - reaching out to new user groups (f.i. youth)
  - think about inclusivity, code of ethics
- Think about new business models
- More awareness about the impact on future generations

Worries mentioned: 'will roles be too extensive?'. Insufficient resources

4. What are elements of successful collaborations?

- Work along a coherent, long term strategy
- Project leader to make a plan & follow through (mentioned a lot)
  - accountability, transparency, evaluation
- Commitment of all partners
  - dedicate time, equipment and other resources
  - putting egos on the side
- Validation with stakeholders
- Community engagement
- Creativity & Fun
- Good & clear communication with an open mind for ideas of others
- Celebrate successes

5. How to make heritage appealing to new target audiences

- Introduce new voices (mentioned a lot)
- Change the narrative
    - popular topics
    - create relatable storylines (mentioned a lot)
    - rotate collections
    - tailor content towards the channel used
- Using social media
    - engage influencers
- Use various senses
- Innovate public spaces
- Experiment with immersive forms of content delivery

# 6. Low hanging fruit - what are ideas we can work on already next week

- Board agreement: we need to keep this network together & active! (mentioned a lot)
- Share good practices
    - online
    - webinars
- Keep using the whatsapp group
- Start working groups
    - facilitate (online) meetups
    - start a Facebook group
- Share content. Snowball to collect new stories and archive objects
- Explore funding opportunities
- Plan for the next conference

7. How do we ensure the sustainability of digital archives and online platforms?

- Built strong alliances
- Constant investment (public/private)
- Start an intergenerational legacy project
- Policy with public stakeholders
- Communication, marketing, social media
- Awareness campaign
- Decentralised & proper storage facilities for collections
  - make sure systems are upgraded regularly and maintained
- Facilities protected against natural & human made disasters
- Study track for capacity building
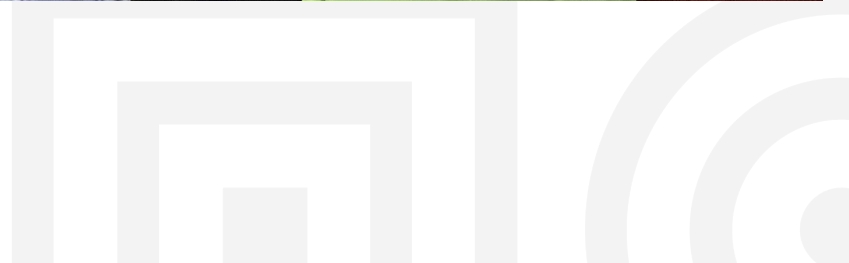
World Cafe

Rapporteur:
Johan Oomen
Head of Research and Heritage Services

joomen@beeldengeluid.nl